

# Pirates' Shortstop Pitches Ice Cream

HARRISBURG (Dauphin Co.) — The Pennsylvania Dairy Promotion Program has added a new hitter to their dairy promotion line-up — Jay Bell, a shortstop for the Pittsburgh Pirates.

In fact, he is a regular batter for the Pirates, but he is also pitching Pennsylvania Ice Cream throughout this baseball season.

"We are happy to have a talented ballplayer join our line-up," said Brian Ross, PDPP program manager. "Jay's strong record and consistent approach to baseball will be a great asset to our promotion program. We believe that consumers, both young and old, in recognizing Jay's support of the dairy industry, will further increase their own usage of Pennsylvania dairy products."

Bell has prepared for the PDPP, three 60 second advertisements that promote the goodness of Pennsylvania ice cream. The advertisements will be aired during the fifth inning ice cream break during the radio broadcast of the Pirates games on KDKA.

Along with the advertisements, Bell is also featured on a growth chart sporting the logo, "Milk. It Does A Body Good." The growth charts will be distributed at a May 12th game between the Pirates and the Atlanta Braves. Twelve thousand youngsters ages 13 and under who attend the game will each receive a growth chart.

To further this promotion effort, Bell will also be featured at a celebrity milking contest during the dairy industry's annual Dairy Day in Pittsburgh. The contest will be

held at 11:30 a.m. on Tuesday, June 4, at Pittsburgh's downtown Market Square.

Last year for the Pirates, Bell led the team with sacrifice bunts, 64 percent of which led to a run. His batting average for 1990 was .254 with 7 home runs and 52 runs batted in. And, the Pirates have found Bell to be a reliable player at shortstop — his 153 starts at shortstop in 1990 were the most by a Pirate since Dale Barre in 1983.

Bell has a career fielding percentage of .966 and this percentage has consistently increased for Bell every year that he has been in the majors. His major league batting average is .246, including his tenure with the Pirates and previously with the Cleveland Indians.

A Little Leaguer and participant in Babe Ruth baseball, Bell has had a consistent interest in the well-being of young people. His support of the dairy industry and dairy products stems from this interest in young people.

Bell and his wife Laura reside in Valrico, Florida, in the off-season.



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